TODAY WE'RE COVERING KIDS' MANGA.
KIDS' MANGA!?
COME ON! IF YOU CAN COME UP WITH A HIT KIDS' MANGA, YOU CAN MAKE A KILLING OFF CHARACTER MERCHANDISING. IN FACT, THE SUPPLEMENTARY INCOME FROM MERCHANDISING FAR SURPASSES WHAT YOU'D MAKE OFF THE ORIGINAL MANGA ITSELF!! YOU JUST SIT ON YOUR ASS AND THE LICENSING FEES COME POURING IN! YOU'RE LAUGHING ALL THE WAY TO THE BANK!!
WHAT!? ALL I HAVE TO DO IS SIT ON MY ASS?!
IT'S THE "ERA OF KIDS!!" COME UP WITH A KIDS' MANGA, MAKE A KILLING OFF OF MERCHANDISING—IT'S ALL GOOD! THIS IS ANOTHER WAY TO MAKE OUR DREAM COME TRUE!!
GOT IT!!
STEP TO IT AIHARA!! COME UP WITH A HIT KIDS' MANGA!!
AWRIGHT!

Lesson 13

HOW TO DRAW KIDS' MANGA

ROAR! I'LL DESTROY THIS STUPID CITY.
FWOM FWOM
AIEE! HELP! IT'S DEVILLA!
1
Earth Defense Forces to fight Devilla.
EARTH DEFENSE FORCES
RRRRRRR
2
I GOTTA TAKE A DUMP.
RRRRRRR
PLOPPP
OH NO! OUR FORCES HAVE BEEN CRUSHED BY DEVILLA'S TURD.
3
DAMN! I HAVE TO EAT MY GUMMY BEARS.
Ha Ha Ha
MUNCH
MUNCH
4
HEN—
5
—CHIN!
FLIP
6
WHO THE HECK'RE YOU?
BADOOM
I AM WEENIE WARRIOR.
7
TAKE THIS!!
PROOT
YOU SMELL.
8
I CAN'T TAKE THIS.
WOOOSH
THANK YOU, WEENIE WARRIOR.
9

MANGA IN A NUTSHELL 1

WHAT KIND OF MANGA DO KIDS LIKE?

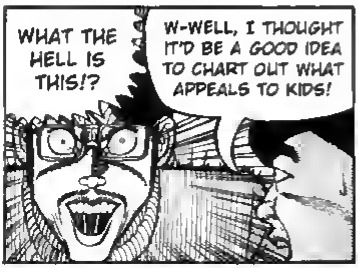
Kids have to be interested in a manga if it's going to be a hit. Kids' interests can be divided into the following:

- Excrement and the lower body (crap, butt)
- Magical worlds (ghosts, monsters)
- Shiny things (fire, explosions, trucks)
- Candy (chocolate, gum)

Because elementary school children are still in what Freud called the anal phase, they love crap and butts. Also due to the fact that they aren't bogged down in everyday existence, they gladly welcome ghosts and monsters or other beings from alternative universes. All in all, if you depict a filthy, abnormal world children will love it!

A: What Children Want to Read

(The Filthy & The Abnormal)



MOM! I WANT THIS ONE! PLEASE!
LET ME SEE MONSTER ENCYCLOPEDIA!? NO, I DON'T THINK SO. HERE, TAKASHI, THIS IS GOOD! A MANGA HISTORY OF JAPAN. WE'LL GET THIS ONE, ALL RIGHT?
A MANGA HISTORY OF JAPAN

YEAH, YOU GOT IT. LITTLE KIDS DON'T BUY MANGA!! THEIR MOTHERS BUY THEIR MANGA FOR THEM!! IN OTHER WORDS, BEFORE YOU CAN EVEN GET TO THE KIDS, YOU GOTTA MAKE IT ATTRACTIVE TO THEIR MOTHERS!!

THAT WAS LAST MONTH'S LESSON!!
She might be a mother but she is a woman too so she has a variety of sublimated desires. But once they're brought out into the open they can't mesh with "motherhood." Adults have so much to deal with!
(What Mothers Like to Read About)
gossip
adultery
cooking
beauty
financial advice
mother-in-laws
mansions
celebs
jewelry
SPIRITS OF MISCARRIED BABIES
old age
inheritances
dissatisfied wives
THIS IS WHAT A MOTHER WANTS HER KID TO READ.
HOW'S THIS, MOM?
IT FEELS NICE. YOU'RE SO KIND, TAKASHI.
TUP TUP
TUP
1
WHAT ARE YOU GOING TO BE WHEN YOU GROW UP, TAKASHI?
ME?
2
I'M GOING TO BE YOUR HUSBAND TO MAKE SURE YOU'RE HAPPY.
OH, TAKASHI!
3
NO ONE, NOT EVEN DAD, LOVES YOU MORE THAN I DO.
HA HA! I'M SO HAPPY TO HEAR THAT. YOU'RE SUCH A WONDERFUL BOY
4

MANGA IN A NUTSHELL 2

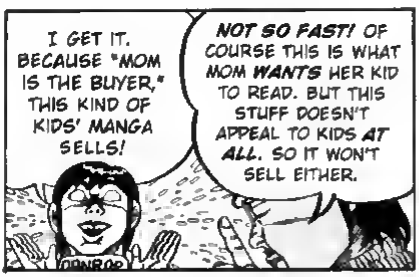
What Kind of Manga Do Mothers Want Their Kids to Read?

Okay, the first thing you have to be aware of is that "Mom buys the manga." As we pointed out earlier, if you openly depict kids' desires, kids will naturally love it. But this kind of manga poses a serious threat to Mom, and since we're talking about a product here, we must take precautions not to upset Mom, who has the purchasing power.

The diagram on the right summarizes the ideal kid for a mother. Basically, the kid is clean, cheery, and honest, and will grow up so well adjusted he or she will take care of Mom in her old age. The skill of a pro might be measured by his capacity to balance the gap between this ideal and kids' true desires.

B: What Mothers Want Their Kids to Read

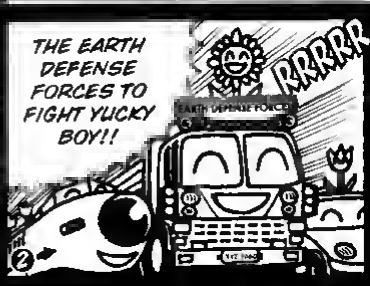
[The Clean & The Normal]


I GET IT. BECAUSE "MOM IS THE BUYER," THIS KIND OF KIDS' MANGA SELLS!
NOT SO FAST! OF COURSE THIS IS WHAT MOM WANTS HER KID TO READ. BUT THIS STUFF DOESN'T APPEAL TO KIDS AT ALL. SO IT WON'T SELL EITHER.

W-WHAT!? THEN WHAT KIND OF KIDS' MANGA DOES SELL, KENTARO!?
LOOK, THIS IS WHAT IT COMES DOWN TO...

MANGA IN A NUTSHELL 3
At this point, I'm sure you can tell what kind of kids manga will succeed The overlapping section in the diagram on the left, in other words as long as you can have the filthy alternative universe destroyed by clean everyday life, then you will succeed
A
C
B
The Filthy & Abnormal
Crap, butts, boobies, weenies, fire, explosions, ghosts, monsters, animals, bugs, chocolate, gum, cars, thrill, speed, etc.
BIG HIT
The Clean & The Normal
Pretty, outgoing, cheery, smart, honest, healthy, cute, etc.
(What Mothers Want to Read)
Adultery, gossip beauty, cooking, mother in-laws mansions bizarre tales, inheritance, celebs, old age, dissatisfied wives, etc

I DON'T BRUSH MY TEETH I DON'T TAKE NO BATHS
FWOM FWOM
AIEE! HELP!! IT'S YUCKY BOY!
1


THE EARTH DEFENSE FORCES TO FIGHT YUCKY BOY!!
RRRRRR
EARTH DEFENSE FORCE
2

OH, I GOTTA TAKE A DUMP!
HOORAY, I'M OUT!
RRRRRR
AHH! THE EARTH DEFENSE FORCES CRUSHED BY YUCKY BOY'S MASSIVE TURD.
3
SQUISH

HEY, YUCKY BOY! THAT'S DIRTY! YOU OUGHTTA GO TO THE TOILET IF YOU HAVE TO GO POO POO
WHAT?
OH NO, MOM'S IN DANGER
4

Good going Takashi. Next episode, the bully monster, Bully Boy will appear.

ALL RIGHT, HOLD ON, MOM.
MUNCH
MUNCH
TAKASHI CHANGES INTO PANDA BOY AFTER HE EATS THE PANCAKES HIS MOTHER BAKED FOR HIM.
5
MMMM, YUMMY.
HERE I GO.
6
STOP.
KA DOOM
NEEE!
HEY, IT'S PANDA BOY!
7
PANDA PUNCH!
DARN, I'M FINISHED.
8
I'M SO SORRY. I PROMISE TO BRUSH MY TEETH, TAKE BATHS, AND GO TO THE BATHROOM. I'LL NEVER SHOW MY WEENIE IN PUBLIC
GOOD.
9
ARE YOU ALL RIGHT MOM? I'LL ALWAYS PROTECT YOU.
THAT MUST BE YOU, TAKASHI YOU RE SUCH A WONDERFUL CHILD.
10
WE'RE ONE STEP CLOSER TOWARD ACHIEVING OUR DREAM!!
TO BE CONTINUED

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